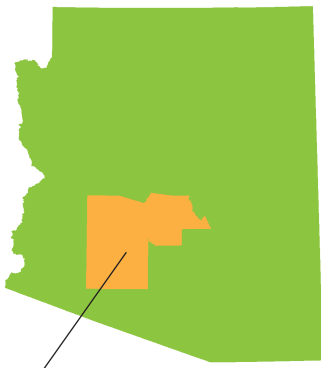


# 2015 Census Test

## *Preparing for the 2020 Census*

Arizona



Maricopa County

### **Maricopa County, AZ**

The Census Bureau will conduct a 2015 Census Test in portions of Maricopa County in Arizona. The test area includes approximately 1.6 million housing units.

Census Day is April 1, 2015.

The U.S. Census Bureau is researching modern and cost-efficient methods for the population to exercise its civic obligation to be counted in the 2020 Census. Whether through the Internet, telephone, or traditional paper questionnaires, the Census Bureau is committed to making the mandatory once-a-decade headcount quick, easy, and safe for all to participate.

The 2015 Census Test will allow the Census Bureau to, on a small scale, employ a variety of new methods and advanced technologies that are under consideration for the 2020 Census.

### **The Purpose of the 2015 Census Test in Maricopa**

The 2015 Census Test in Maricopa County, AZ, will look at ways to improve the efficiency and effectiveness of “nonresponse follow-up.” In recent censuses, about one-third of households didn’t complete their census without an in-person visit. Follow-up operations are the most costly part of the census, and improving the efficiency of follow-up operations is critical to a cost-effective census.

### **Goals**

- Test the effectiveness of computer-based training for our field staff and compare that with the traditional classroom-based training.
- Look at new technology that allows us to more efficiently assign cases to our staff in the field.
- Capture data directly into a smartphone, rather than on paper.
- Test whether allowing employees to use their own mobile device to capture census responses is cost-effective and efficient.
- Test a new approach to managing field staff and compare it with the approach used in 2010.
- Test how well information already provided to the government, such as tax forms or other records (administrative records), could fill the gaps in our data collection caused by nonresponding households.

For more information, visit ***census.gov***.